

IN THE CLAIMS

Please cancel claims 14-33 without disclaimer or prejudice to be pursued in this or a later-filed continuation or continuation-in-part application and add the following new claims.

1-33. (cancelled)

34. (new) A data authentication system for validating a request for selected content from a user system, comprising:

a content provider system that stores information content including predetermined content and the selected content and providing the predetermined content to an interface provider system associated with a unique interface provider identification code, wherein the interface provider system combines the predetermined content, said interface provider identification code, and a unique user identification code to form a data interface and provides said data interface to the user system that generates the request upon selection of said data interface by combining said interface provider identification code and said user identification code to form the request, said user identification code being dynamically generated when said data interface is provided to the user system; and

a first database system that receives the interface provider identification code from said content provider system if said content provider system determines that the request comprises an invalid request,

wherein said content provider system provides the selected content to the user system if said content provider system determines that the request comprises a valid request.

35. (new) The data authentication system of claim 34, wherein said content provider system communicates with the interface provider system and the computer system via a communication system.

36. (new) The data authentication system of claim 35, wherein said communication system comprises at least one communication link selected from the group consisting of a local area network, a wide area network, a public communication network, and the Internet.

37. (new) The data authentication system of claim 35, wherein said communication system includes at least one wireless communication link.

38. (new) The data authentication system of claim 34, wherein said provider computer system is associated with a merchant, and wherein said information content comprises advertising information related to a business of the merchant.

39. (new) The data authentication system of claim 34, further comprising a second database system, said content provider system providing said interface provider identification code to said second database system if the request comprises said valid information request.

40. (new) The data authentication system of claim 39, wherein said second database system tracks an amount of remuneration owed to the interface provider system.

41. (new) The data authentication system of claim 34, wherein the user identification code includes an encrypted user identification code.
42. (new) The data authentication system of claim 41, wherein the encrypted user identification code is encrypted in accordance with an encryption standard selected from the group consisting of a Data Encryption Standard (DES), an Enhanced Data Encryption Standard (EDS), and an One-Way Hash Function (MD5) standard.
43. (new) The data authentication system of claim 34, wherein the user identification code includes current computer information selected from the group consisting of at least one of an internet protocol address, a time stamp, a date stamp, and a cookie.
44. (new) The data authentication system of claim 34, further comprising a third database system that includes known user data, and wherein said content provider system authenticates the request by comparing the user identification code from the request with said known user data.
45. (new) The data authentication system of claim 34, wherein the data interface includes information designed for generating user interest selected from the group consisting of at least one of an image, text, multimedia data, commercial-type programming, a video clip, and a banner advertisement.
46. (new) The data authentication system of claim 34, wherein said user identification code expires in accordance with a predetermined criteria.

47. (new) A data authentication system for validating a request for selected advertising content from a user system, comprising:

an advertising content provider system storing advertising content including predetermined advertising content and the selected advertising content and authenticating the request;

an interface provider system being associated with a unique interface provider identification code and receiving said predetermined advertising content from said advertising content provider system, said interface provider system combining said predetermined advertising content, said interface provider identification code, and a unique user identification code to form a data interface and providing said data interface to the user system that presents said predetermined advertising content from said data interface and generates the request upon activation of said data interface by combining said interface provider identification code and said user identification code to form the request, said user identification code expiring in accordance with a predetermined criteria and being dynamically generated and encrypted when said data interface is provided to the user system; and

a first database system that receives said interface provider identification code from said advertising content provider system if said advertising content provider system determines that the request comprises an invalid request,

wherein said advertising content provider system provides the selected advertising content associated with the predetermined advertising content to the user system if said advertising content provider system determines that the request comprises a valid request.

48. (new) A method for validating a request for selected content from a user system, comprising:

- providing an interface provider system and a first database system;
- at the interface provider system,
  - associating the interface provider system with a unique interface provider identification code;
  - receiving predetermined content;
  - combining the predetermined content, said interface provider identification code, and a unique user identification code to form a data interface; and
  - providing said data interface to the user system that generates the request upon selection of said data interface by combining said interface provider identification code and said user identification code to form the request, said user identification code being dynamically generated when said data interface is provided to the user system;
- authenticating the request;
- providing said interface provider identification code to the first database system if the request comprises an invalid request; and
- providing the selected content to the user system if the request comprises a valid request.

49. (new) The method of claim 48, wherein said providing said data interface to the user system includes encrypting said user identification code, and wherein said authenticating the request includes decrypting said user identification code.

50. (new) The method of claim 48, wherein said combining the predetermined content, said interface provider identification code, and said user identification code includes said user identification code expiring in accordance with a predetermined criteria.

51. (new) The method of claim 50, wherein said user identification code expires after a predetermined time interval has elapsed.

52. (new) The method of claim 48, wherein said authenticating the request includes comparing said user identification code from the request with known user data.

53. (new) The method of claim 48, further comprising providing said interface provider identification code to a valid response database system if the request comprises said valid information request.